



REPLACEMENT SHEET

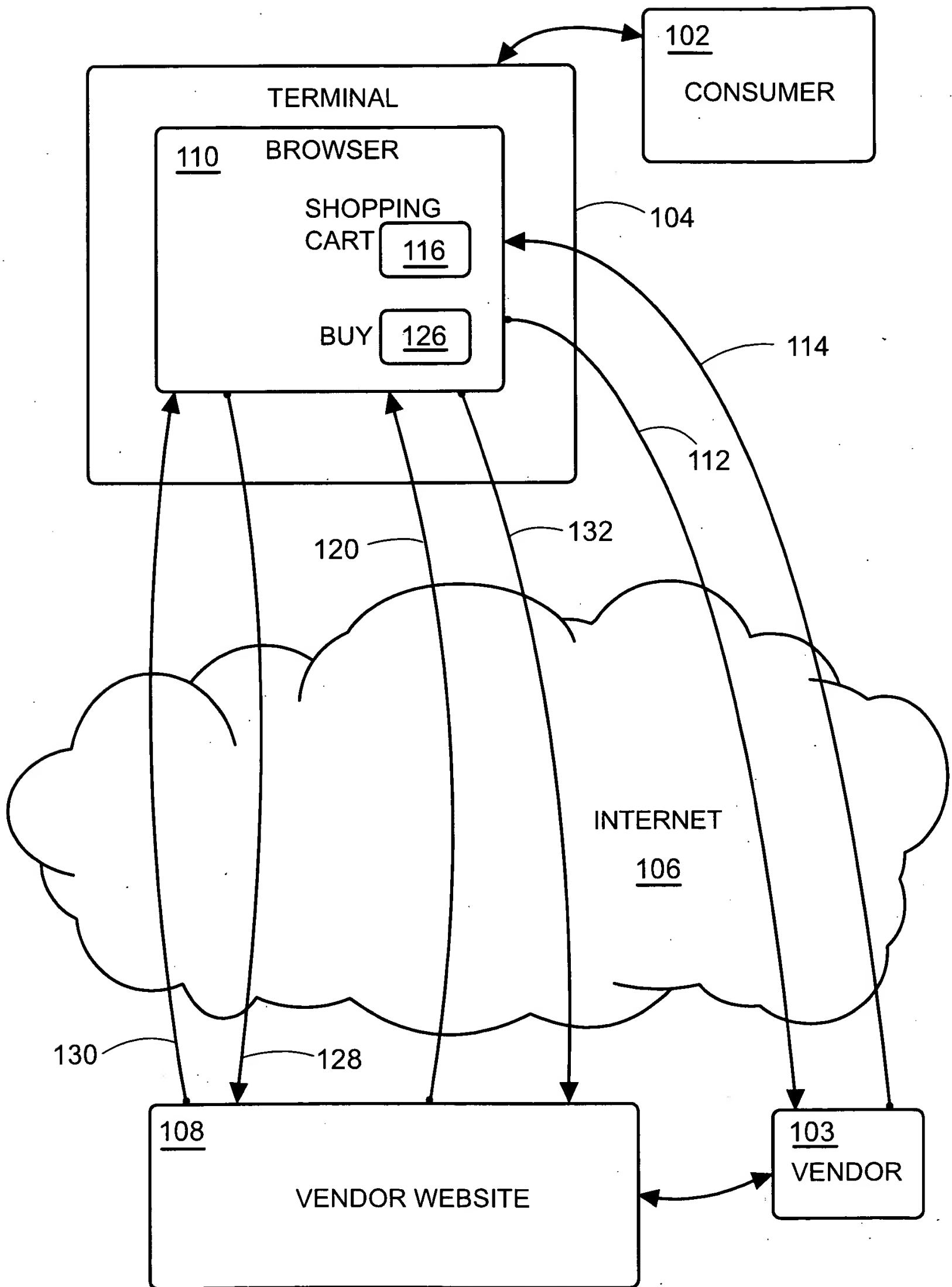


FIG. 1 (Prior Art)

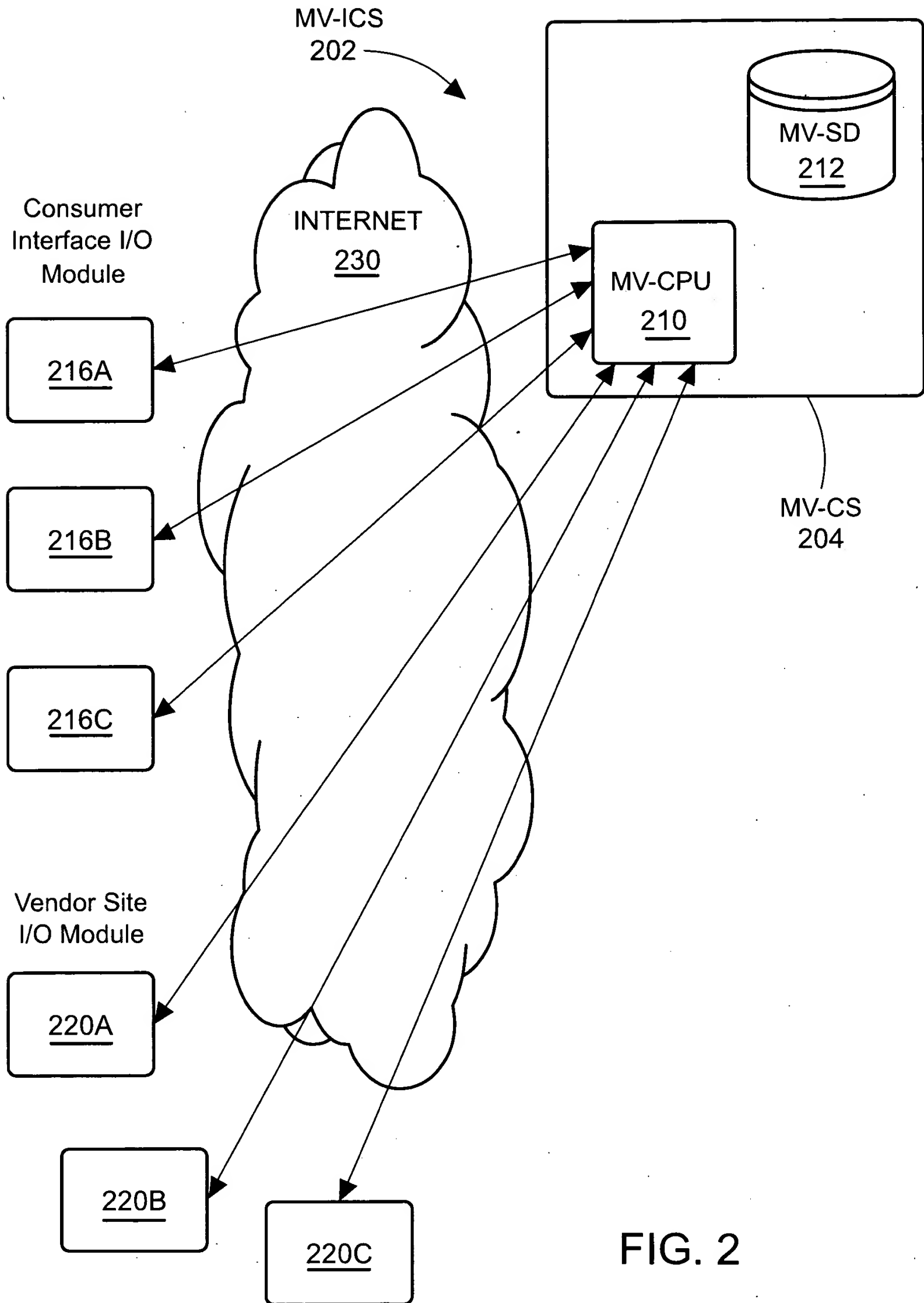


FIG. 2

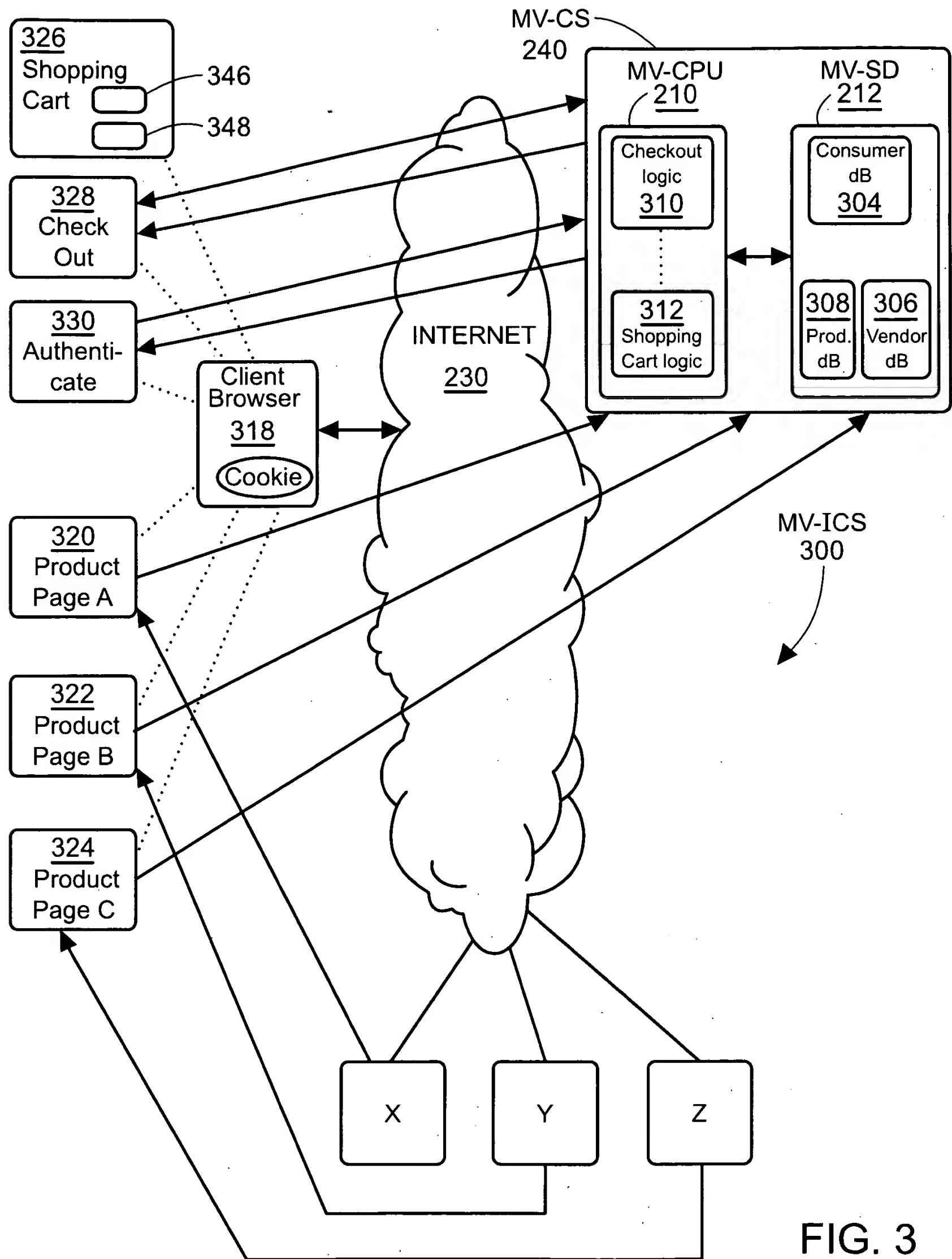


FIG. 3

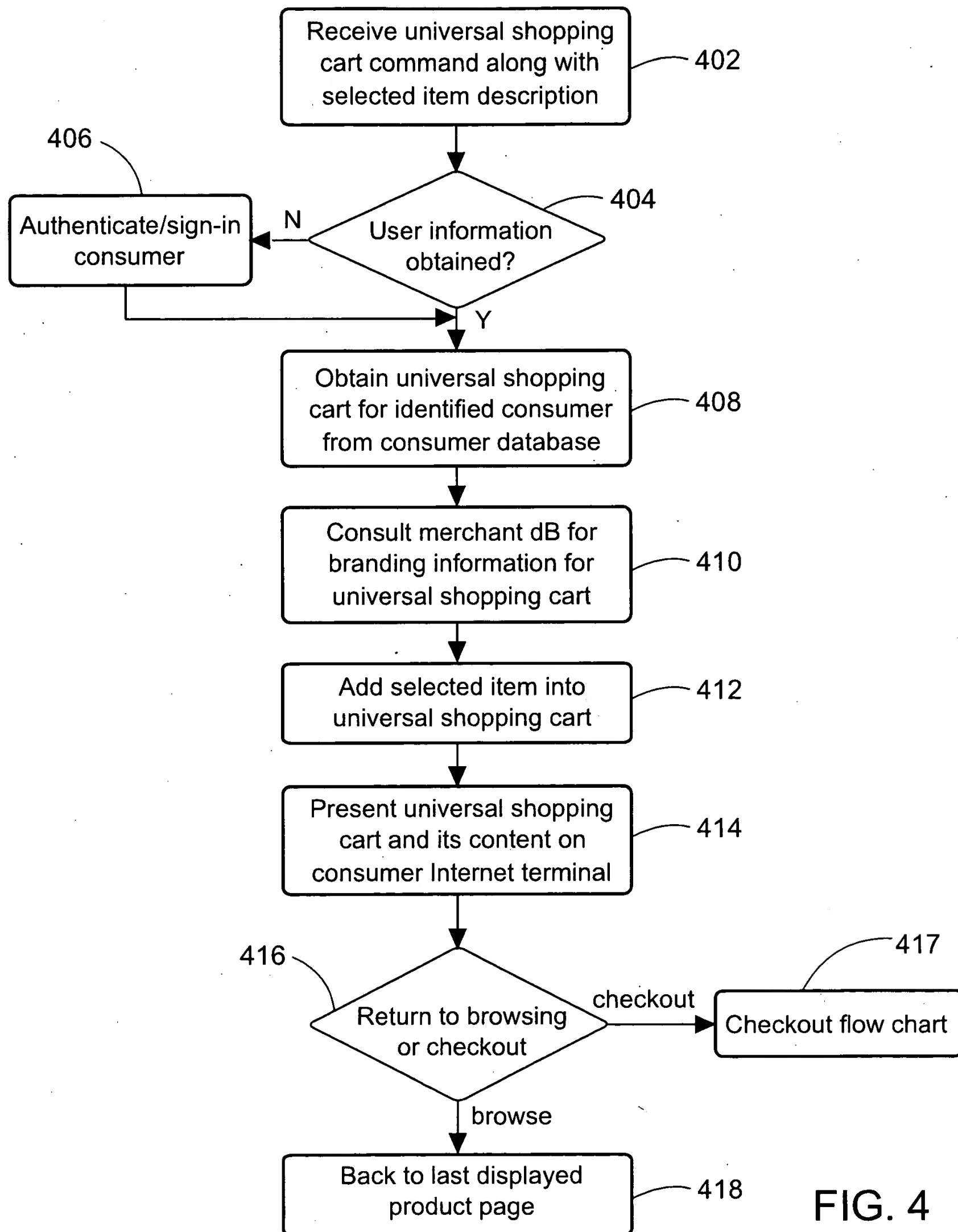


FIG. 4

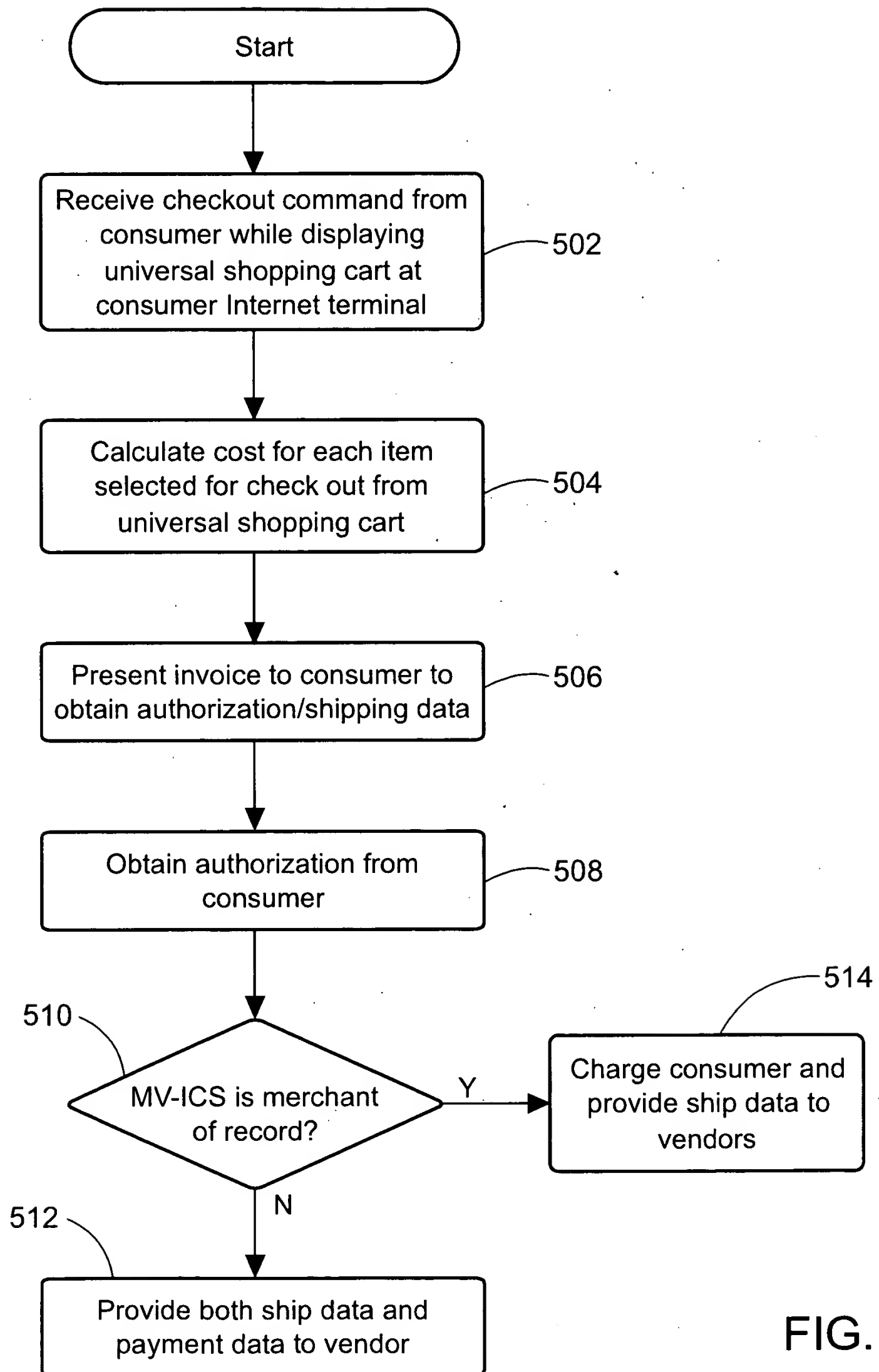


FIG. 5

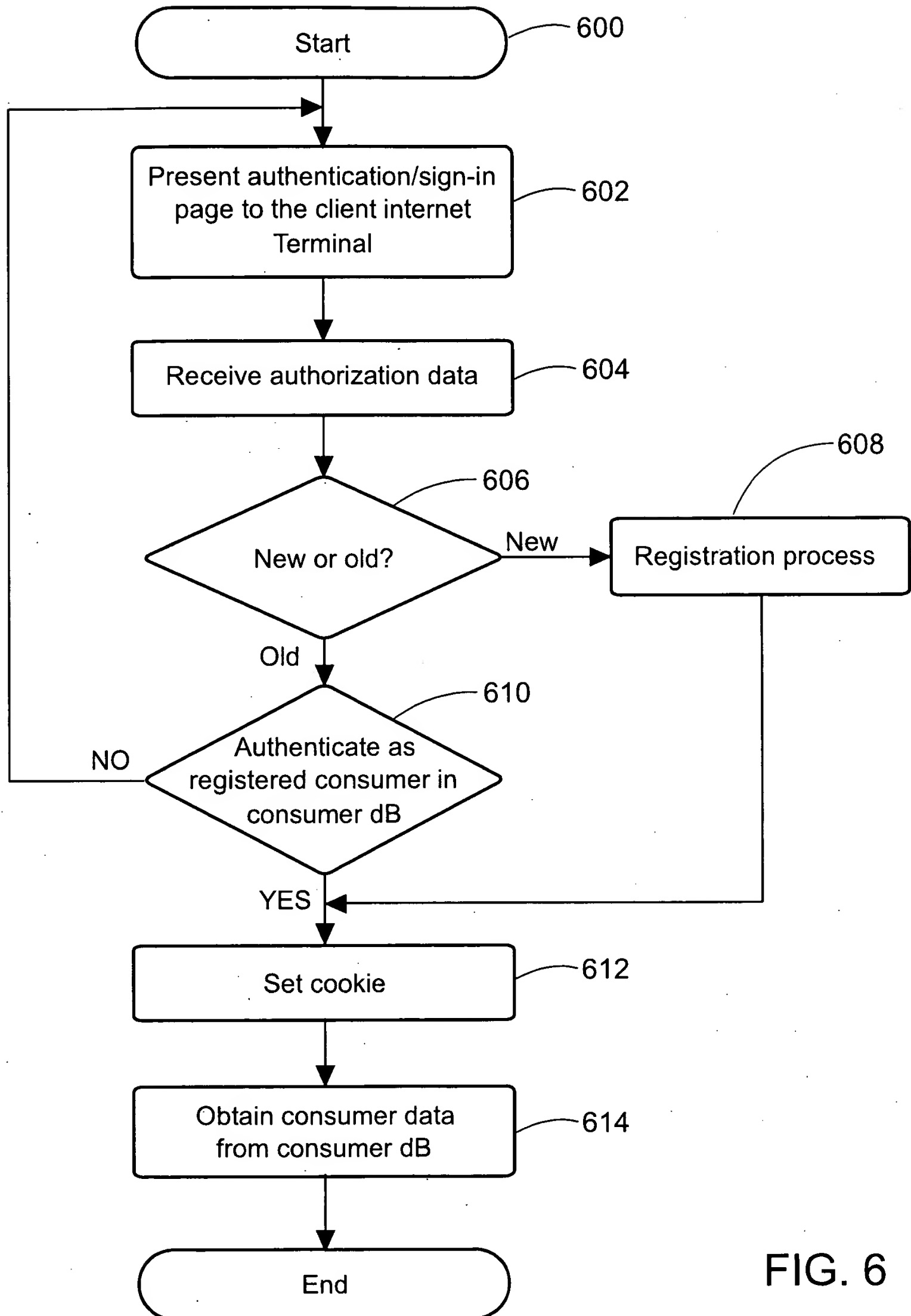


FIG. 6

myStores

Buy/Gift Buttons For: Altura Software

myBuy URL:

http://www.catalogcity.com/external/addprod.cfm?
ccpid=754369&cmd=s&rtm=http%3A%2F%2Fwww%2Eamazon%2Ecom%
2Fexec%2Fobidos%2FASIN%2F0451191145%2Fo%2Fqid%3D930776352%
2Fsr%3D2%2D1%2F002%2D0234999%
2D7522204&sku=24372&qty=1&name=Ayn%20Rand%3A%20Atlas%
20Shrugged&price=7.19&ccsyn=11114

700

FIG. 7A

Click here to try myBuy

myGift URL:

http://www.catalogcity.com/external/addprod.cfm?
ccpid=754369&cmd=g&rtm=http%3A%2F%2Fwww%2Eamazon%2Ecom%
2Fexec%2Fobidos%2FASIN%2F0451191145%2Fo%2Fqid%3D930776352%
2Fsr%3D2%2D1%2F002%2D0234999%
2D7522204&sku=24372&qty=1&name=Ayn%20Rand%3A%20Atlas%
20Shrugged&price=7.19&ccsyn=11114

FIG. 7B

Click here to try myGift!

To create a sample Buy or Gift button, enter typical values
for one of the products you wish to sell in your store and
then click the "Get HTML" button.

Item Code

24372

802

Item Name

Ayn Rand: Atlas Shrugged

804

Price

\$ 7.19

806

Return URL

http://www.amazon.com/exec/obidos/ASIN

808

GET HTML

CLEAR

FIG. 8

800

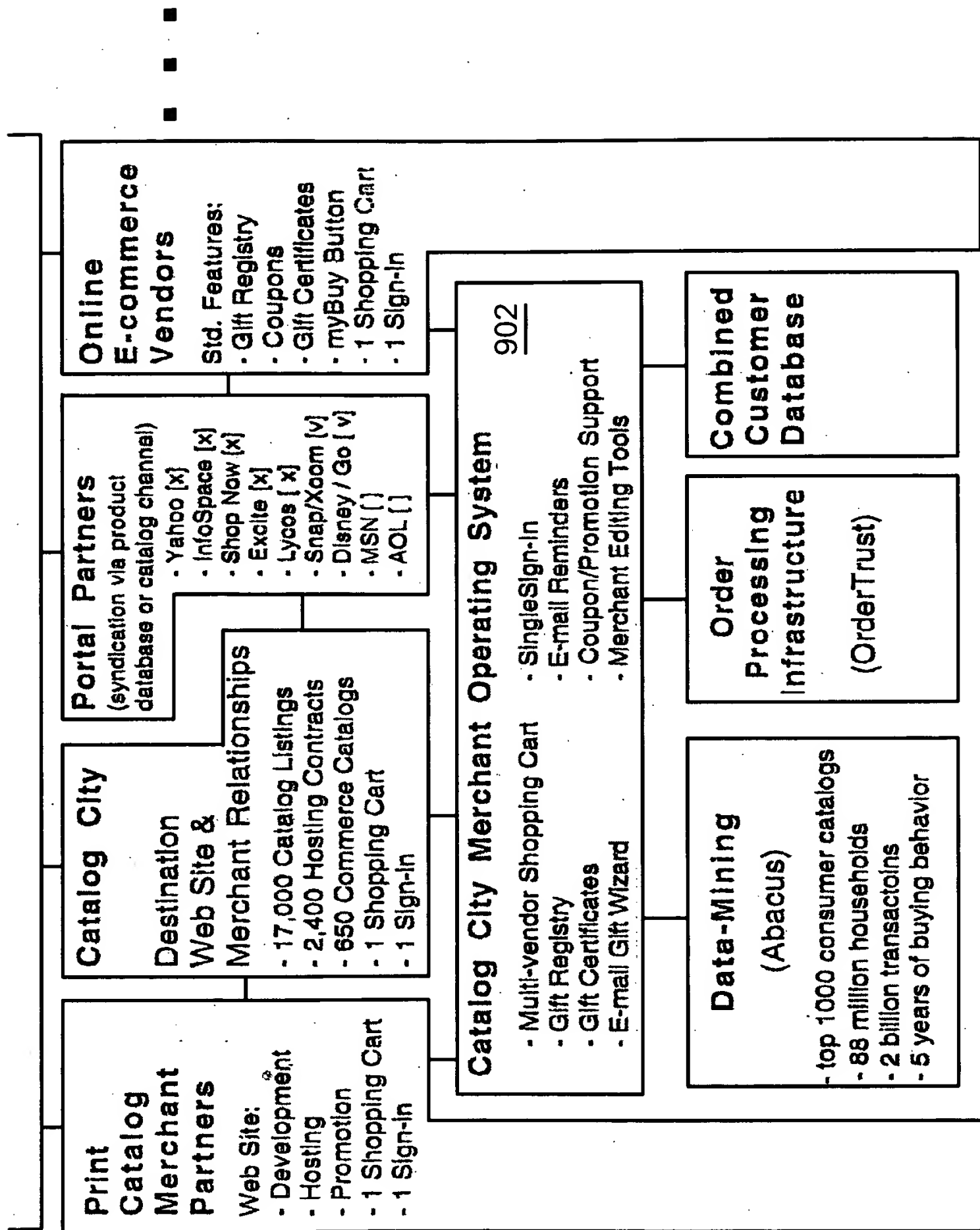


FIG. 9

900

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Atlas Shrugged

by Ayn Rand, Leonard Peikoff (Designer)

List Price: \$39.95

Our Price: \$27.97

You Save: \$11.98 (30%)

Availability: This title usually ships within 24 hours.

Holiday Note: Use any shipping method for delivery by Dec. 24. (US customers)

Hardcover - 1168 pages 35th anniv edition (March 1992)
 E P Dutton; ISBN: 0525834189 ; Dimensions (in inches): 2.25 x 9.33 x 6.41
Amazon.com Sales Rank: 888
Avg. Customer Review: ★★★★★
Number of Reviews: 326

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- [The Fountainhead](#); Ayn Rand
- [Anthem](#); Ayn Rand
- [Virtue of Selfishness : A New Concept of Egoism](#); Ayn Rand

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1002

Add to Shopping Cart
(You can always remove it later)

1004

My Gift

1006

My Buy

FIG. 10

Reviews

The Merriam-Webster Encyclopedia of Literature , April 1, 1995

Novel by Ayn Rand, published in 1957. The book's female protagonist, Dagny Taggart, struggles to manage a transcontinental railroad amid the pressures and restrictions of massive bureaucracy. Her antagonistic reaction to a libertarian group seeking an end to government regulation is later echoed and modified in her encounter with a utopian community, Galt's Gulch, whose members regard self-determination rather than collective responsibility as the highest ideal. The novel contains the most complete presentation of Rand's personal philosophy, known as objectivism, in fictional form.

Synopsis

"Who is John Galt?" is the immortal question posed at the beginning of Rand's masterpiece that is as passionate as it is profound. The answer is the astonishing story of a man who said he would stop the motor of the world--and did. 6 cassettes. --*This text refers to the audio cassette edition of this title*

Synopsis

Tremendous in scope, breathtaking in its suspense, Atlas Shrugged is Ayn Rand's magnum opus, a premier moral apologia for capitalism--a defense that had an electrifying effect on millions of readers (and now listeners) who have never

GOOD CATALOG

A Reader's Digest Company

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- Terra Cotta Birdb...

Garden OrnamentsGarden Tools &AccessoriesOutdoor FurnitureTrellis Arbors &PlantersGourmet & HousewaresHome DécorHome FurnishingsJewelryPersonal CareSports, Games & Travel**Order from the Catalog**If you have the print
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1-800-225-3870

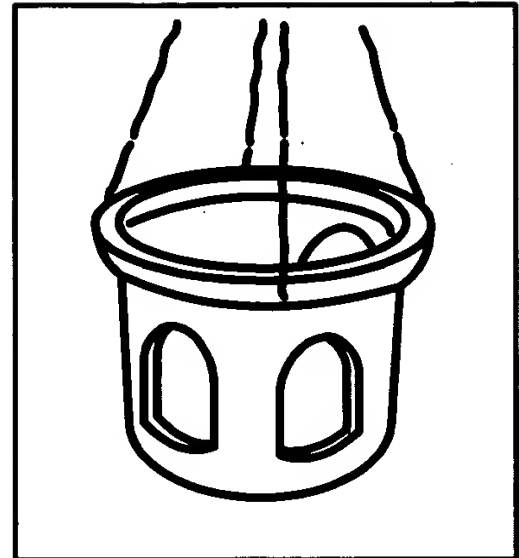
Call us toll free, 24-hours a
day.**Terra Cotta Birdbath/Feeder**• Terra Cotta
Birdbath/Feeder
W5271 \$39.95
Member Price: \$35.96Add to Save to Combination feeder and bath offers birds a
meal on the lower section, a refreshing
splash above. Bath features a bas-relief
maple leaf design on a glazed interior.
Hand crafted in natural, easy care terra
cotta. Includes weather-proof hanging
chain. By ArtLine® Classics. 7"H x 9" diam.

FIG. 11


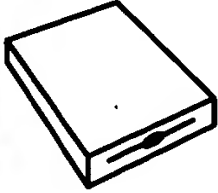


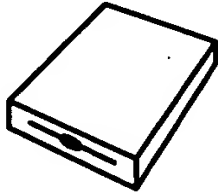


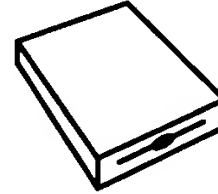


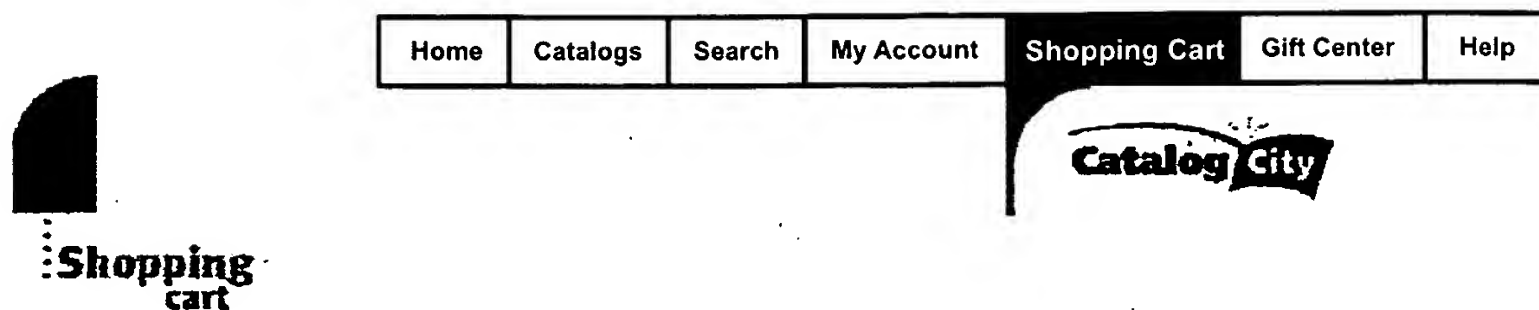
POST DIGITAL		myStore
<div>Drives Zip Drives Jazz Drives</div> <div>Media Zip Media Jazz Media</div> <div> Home</div>	250MB External SCSI Zip Drive <p>Introducing the new 250MB Zip drive - now you can back-up even more of your important files. The 250MB Zip drives are the same reliable, easy-to-use solution you are used to, and what's more, they are compatible with 100MB Zip disks, too! Add the 250MB External Zip drive to your cart, now.</p> <p>Item #10201 \$259.95</p>	 <div>add to cart ► </div> <div>gift registry ► </div>
	100MB External SCSI Zip Drive <p>The 100MB External SCSI Zip drive for Macs and PCs is an affordable storage solution that is compact, light and portable and lets you expand your hard drive without limits and hold the stuff you need for work or play.</p> <p>Item: #10202 \$99.95</p>	 <div>add to cart ► </div> <div>gift registry ► </div>
	100MB External Parallel Port Zip Drive for PCs <p>Take advantage of your PC's easy-to-use parallel port to start enjoying the convenience of a 100MB External Zip drive right now.</p> <p>Item: #10203 \$99.95</p>	 <div>add to cart ► </div> <div>gift registry ► </div>

FIG. 12



Thank you for shopping at Catalog City!

Item Name	Item #	Catalog	Qty	Unit Price	Order Price	Options
<u>Regular Men's Long-Sleeve Tailwind Shirt - Color: blue. Size: S (34-36)</u>	R7220	TravelSmith Outfitting Guide and Catalog, Summer 1999	1	\$69.00	\$69.00	Change Remove
<u>Dog Den</u>	ACF44201-00	Alsto's Handy Helpers, Summer 1999	1	\$139.95	\$139.95	Change Remove
<u>Ayn Rand: Atlas Shrugged</u>	24372	Amazon.com, Amazon.com Mystores Demo	1	\$27.97	\$27.97	Change Remove

Subtotal: \$236.92

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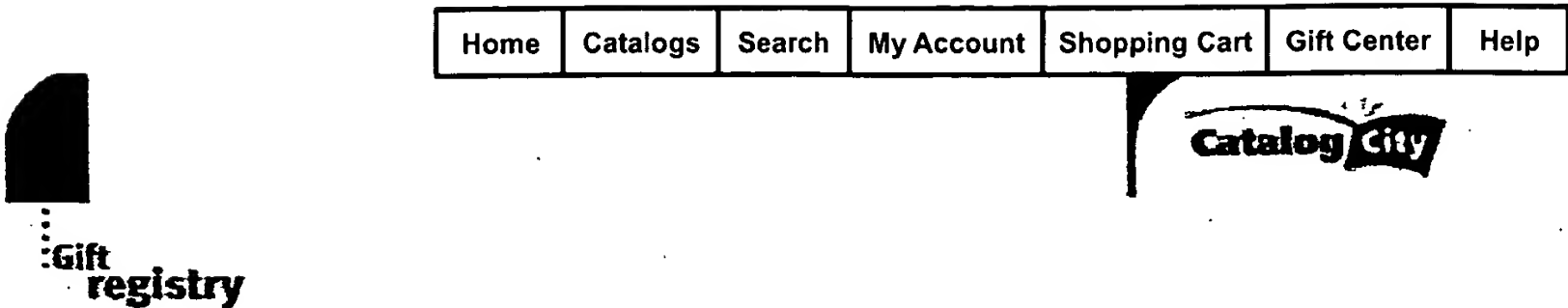
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<http://www.catalogcity.com>

FIG. 13



Here's where you can register for gifts for any occasion, check out your friends' registries and browse other folks' registries for gift ideas. We'll ask you some information to identify you and the occasion. Then you can browse our online catalogs for everything you want to register for. You can select standard registry forms or you can customize your registry.

View my Catalog City registry
[Edit this registry's information](#)
[Find someone else's Catalog City registry](#)
[Create a new registry](#)

My Registry						
Item Name	Item #	Catalog	Qty Requested	Qty Received	Unit Price	Options
Ayn Rand: Atlas Shrugged	24372	Home Marketplace, Spring 1999	1	0	\$27.97	Change Remove
Murano Vase	A9456A	GoodCatalog.com, A Reader's Digest Company	1	0	\$129.00	Change Remove
Murano Vase	A9456A	GoodCatalog.com, A Reader's Digest Company	1	0	\$129.00	Change Remove

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FIG. 14

June 29, 1999

Thousands of Catalogs
One Sign-Up
One Shopping Cart

Keyword Search

☒ Search for products
☐ Search for a catalog name

Search

Catalogs

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[Travel](#)
[Books, Music and Video](#)
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[Gardening](#)
[Gifts and Collectibles](#)
[Health and Fitness](#)
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Catalog City

Welcome back, Jordan Zimmerman
 If you're not Jordan Zimmerman, [click here](#).
 Find some great things to wear for spring and summer.

What's New at Catalog City? The Sharper Image!

Gift Shopping

Click to select special gifts in any price range.

Cotton Denim Shortalls

\$32.00 - \$34.00

Our Top Catalog Brands To see a catalog, click on a cover.

Linen Source

Inspired collections of high fashion and traditional bedding.

Royal American Links - TOSKI GOLF Products

Four, everybody!

TravelSmith Outfitting Guide and Catalog

A must for travel; even if your travel is only the commute

Neiman Marcus by Mail - Essentials

Casual... the way you just casually become the center of attention wearing these.

Got a coupon? Click here

The Video Collection

Where have you gone Joe Dimaggio?

Details

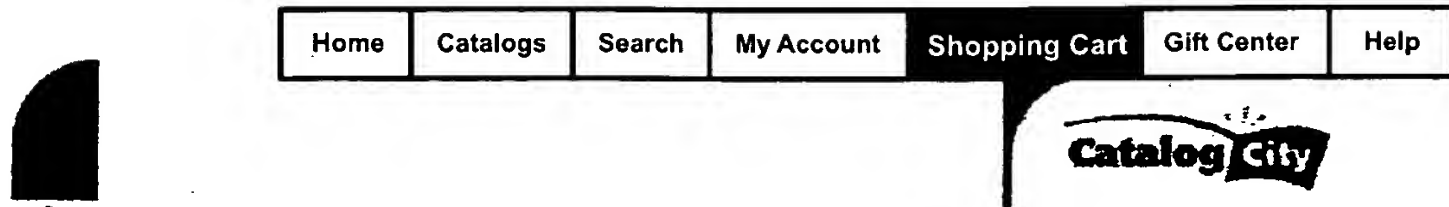
Product Story

Sports and sporting merchandise

Hey, batter, batter, batter!

What is it about this time of year? The crack of the ball against the bat? The cries of "Pe-e-e-eanuts! Pe-e-e-eanuts!" from the vendor? Multimillion-dollar salaries? Or is it the nonstop beer commercials? It's baseball season, and Catalog City

FIG. 15



Shopping cart

Thank you for shopping at CC Live!

Item Name	Item #	Catalog	Qty	Unit Price	Order Price	Options
<u>Ayn Rand: Atlas Shrugged</u>	24372	Amazon.com, Amazon.com, Mystores Demo	1	\$27.97	\$27.97	Change Remove

Subtotal: \$27.97

[Continue Shopping](#)

[Checkout \(secure\)](#)

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<http://205.231.211.15>

FIG. 16

myStores

Welcome to myStores where you can create your own store in minutes!

- **Become a Catalog City Network Merchant Member *right now***
In just a few minutes

At myStores, if you have your own website, you can use myStores as your e-commerce shopping cart, gift registry and more.

Here are a recent members of the Catalog City Network of cooperating merchants:

Altura.com

GoodCatalog

Here are a few examples of possible future Catalog City Network Merchant Members:

Amazon.com (simulated)

CDNow (simulated)

Amazon.com (live)

CDNow (live)

Harry and David

- **Edit a store you've already created**
- **Popup Product Demo**



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<http://dev.catalogcity.com/mystores/editor/entrance.cfm>

6/29/99

FIG. 17

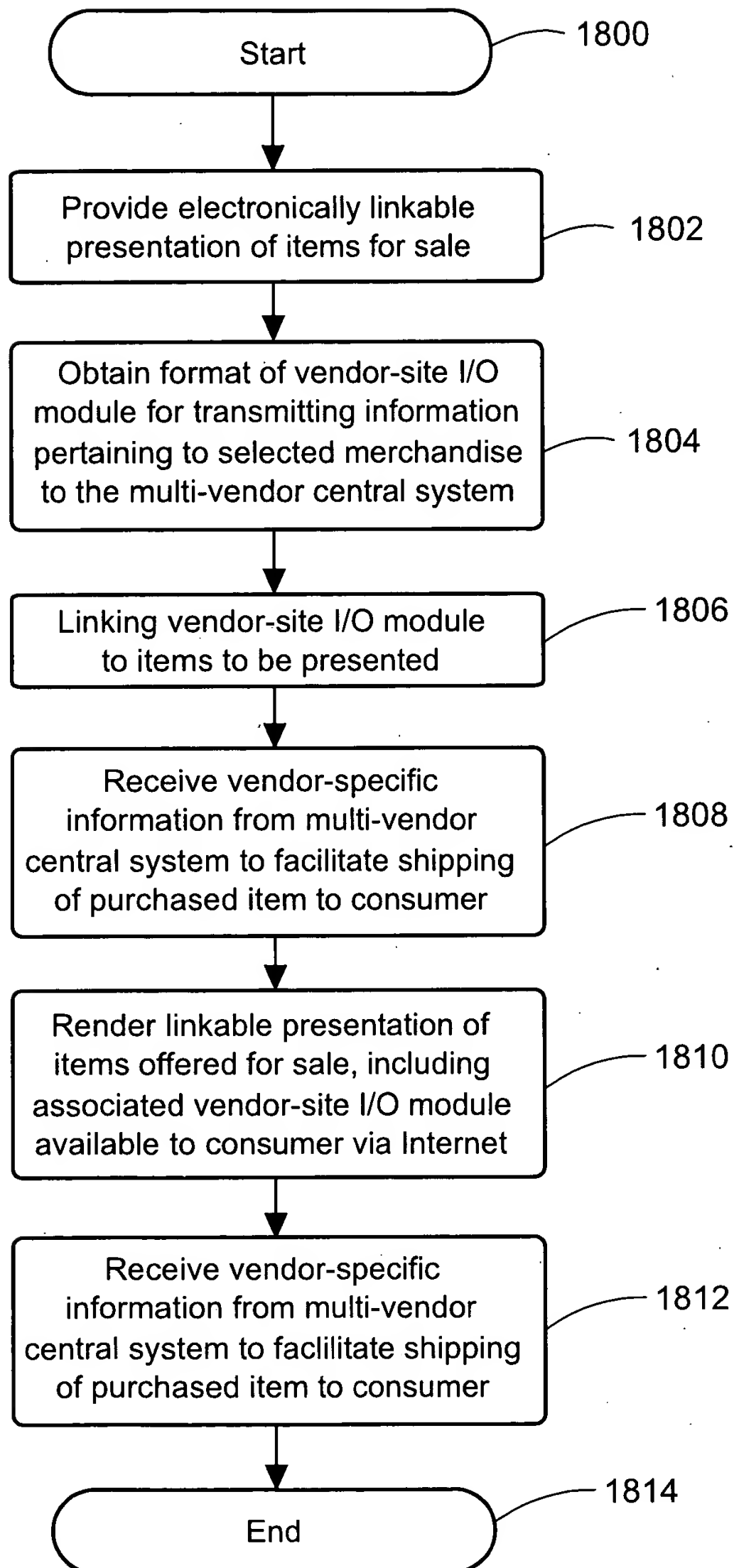


FIG. 18

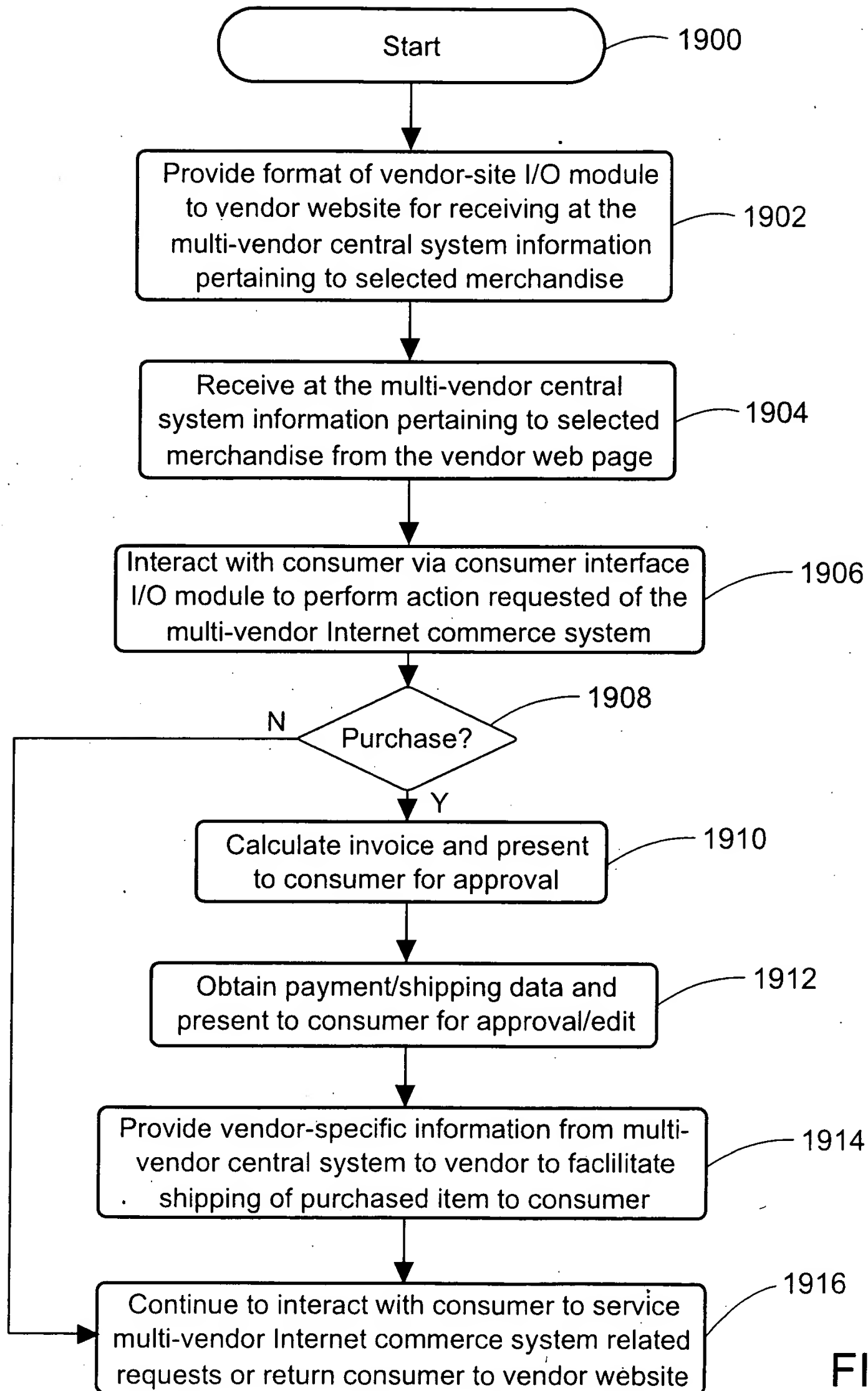


FIG. 19